

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 29, 1997

RJR Account #026040

Mr. F. Attea

M. ATTEA & BRO^S.

DORAL BUY ONE CARTON GET 5 PACKS FREE / PROMOTION #701646

Dear Frank:

DORAL pre-sleeved gratis product (6M), along with *Doral Live* product, has been ordered (see quantities listed below) to ship this promotion to participating retail accounts on the attached Customer List. R. J. Reynolds' sales personnel will assemble offers at store level.

DORAL GRATIS BRAND STYLE	GRATIS UPC Code	#/ (6M) Gratis Cases	DORAL LIVE BRAND STYLE	LIVE UPC Code	#/ (12M) Live Cases
Light 100	12300-21775	22	Light 100	12300-15212	22
FF 100	12300-21776	11	FF 100	12300-15312	11
Men Lt 100	12300-21858	11	Men Lt 100	12300-15812	11
Ult Lt 100	12300-21860	11	Ult Lt 100	12300-16712	11

Product / Premium Arrival:

August 19, 1997

Ship Date to Retail:

Week of: August 25, 1997

EFT \$ Amount:

\$30,504.62

Non-EFT \$ Amount:

\$N/A

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$9.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to \$495.00 (55 (12M) case(s) @ \$9.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: C. Alessandra

Enclosure: Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

DORB1CG5.DOC

51859 6598

PROMOTION #701646: DORAL BUY 1 CARTON GET 5 PACKS FREE**PRODUCT ARRIVAL DATE: 8/19/97****SHIP NUMBER OF CARTONS AS INDICATED [LIVE (12M) PRODUCT AND GRATIS (6M) PRODUCT] TO STORES LISTED.****** R.J. REYNOLDS SALES PERSONNEL WILL ASSEMBLE AT STORE LEVEL**

#LIVE CARTONS

#GRATIS CARTONS

R.J. REYNOLDS SALES PERSONNEL WILL ASSEMBLE AT STORE LEVEL						MOVE CARTONS				CARTONS				TOTAL CASES		TOTAL CASES	
STORE #	SIC	ADDRESS	CITY	STATE	ZIP	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12
162205	641087	ONONDAGA NATION	DBA FIREKEEPERS DINE	NEDROW	NY	90	45	45	45	45	22.5	22.5	22.5	22.5	225	ATTEA	
162205	477231	ONONDAGA NATION	DBA KEVIN BUCKTOOTH	NEDROW	NY	90	45	45	45	45	22.5	22.5	22.5	22.5	225	ATTEA	
162603	422076	NO BLANKET	2400 UPPER MOUNTAIN	SANBORN	NY	90	45	45	45	45	22.5	22.5	22.5	22.5	225	ATTEA	
162603	303562	SMOKIN' JOES #1	2293 SAUNDERS	SANBORN	NY	120	60	60	60	60	30	30	30	30	300	ATTEA	
162603	349196	JAY'S	5446 WALMORE RD	LEWISTON	NY	90	45	45	45	45	22.5	22.5	22.5	22.5	225	ATTEA	
162603	363986	HANK'S SMOKE SHOP	GARLOW ROAD	LEWISTON	NY	90	45	45	45	45	22.5	22.5	22.5	22.5	225	ATTEA	
162603	790191	MIKE'S TRADING POST	2342 PRINTUP RD	SANBORN	NY	90	45	45	45	45	22.5	22.5	22.5	22.5	225	ATTEA	
162603	197949	JAN'S TOBACCO SHOP	383 BLOOMINGDALE RD	BASOM	NY	120	60	60	60	60	30	30	30	30	300	ATTEA	
162603	526968	THE REZ/INDIAN RESV	986 BLOOMINGDALE RD	BASOM	NY	90	45	45	45	45	22.5	22.5	22.5	22.5	225	ATTEA	
162606	035972	SENECA ONE STOP #010	BROAD ST.	SALAMANCA	NY	90	45	45	45	45	22.5	22.5	22.5	22.5	225	ATTEA	
162606	521674	OMNI ENTERPRISES II	11326 FARNHAM RD	IRVING	NY	90	45	45	45	45	22.5	22.5	22.5	22.5	225	ATTEA	
162606	440187	TRIPLE J TOBACCO	RT. 5 & MILESTRIP	IRVING	NY	90	45	45	45	45	22.5	22.5	22.5	22.5	225	ATTEA	
162606	687893	NATIVE PRIDE	RT 20 & MILESTRIP	IRVING	NY	90	45	45	45	45	22.5	22.5	22.5	22.5	225	ATTEA	
162606	665431	ANTONE'S II	CENTER & BROAD ST	SALAMANCA	NY	90	45	45	45	45	22.5	22.5	22.5	22.5	225	ATTEA	
				TOTAL CARTONS		1320	660	660	660	660	330	330	330	330		ATTEA Count	
				TOTAL CASES		22	11	11	11	11	22	11	11	11			

09/25/97

ACCOUNT NUMBER: 026040	M ATTEA & SONS INC
VOUCHER NUMBER: 15371519	1509 CLINTON ST
DATE WRITTEN: 09/25/97	BUFFALO , NY 14206
STATUS: PAID	
AMOUNT PAID: 495.00	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP SHIPPING	55.00	495.00

EXPLANATION: DORAL 5 PK CTN PROMO 701646 - CAA